

Call for Fashion Promotion Initiative

Frequently Asked Questions

Why does the support of ZSIG concern 3 years and the one of Pro Helvetia 2 years?

The Swiss Arts Council Pro Helvetia is financed in 4-years-periods. The current period is 2021 - 2024. Therefore, the duration differs from the one of ZSIG.

Is the submission free of charge?

Yes

Can I submit a project as an individual person?

The participants must be existing or founding entities.

What type of formats can be supported?

The aim is to support formats that help young Swiss designers and their studios grow in terms of business, know-how, visibility, orders, etc. Thus, the activities should always aim at these goals through formats such as fashion shows, matchmakings, showrooms, workshops, PR activities, etc.

Why do we need to hand in two different concepts (international & Switzerland)?

It is possible that the two institutions support different initiatives, therefore, the concept for the two areas - international and Switzerland - must be handed in separately.

What content must each concept paper contain?

The documents should not exceed 10 A4 pages and are to be submitted as a PDF file. Mandatory are following conceptual key aspects. It should contain:

- Initial situation, i.e. market and stakeholder analysis and potentials for the domestic and foreign markets
- Objectives
- Strategy, positioning and activities
- Marketing and communication strategy including core messages and offering.
- Project and time planning for two years. a. a third year can be planned for domestic promotion
- Evaluation criteria and reporting of the course of the project and in particular of the measures. The progress of the project will be evaluated after one year

Please do not hesitate to contact us if you still have any questions:

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